

PEOPLE'S ASSOCIATION
media release



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EMBARGOED UNTIL 6.00pm, 8 September 2024

6 September 2024

PEOPLE'S ASSOCIATION LAUNCHES INCLUSIVE WALK AND RUN CAMPAIGN IN SUPPORT OF PRESIDENT'S CHALLENGE 2024

The People's Association (PA) will be pledging its support for the President's Challenge 2024 on 8 September 2024, 4.00pm at PA Cares @ President's Challenge 2024, organised by the PA Youth Movement (PAYM) and Community Sports Networks (CSNs). President Tharman Shanmugaratnam will be the Guest-of-Honour. Senior Minister of State for Culture, Community and Youth and Trade and Industry Ms Low Yen Ling will attend the event as well.

2 PA has been a steadfast supporter of the President's Challenge since 2001 and has been actively organising fund-raising projects to encourage the community to contribute to those in need. PA will pledge \$250,000 to President's Challenge this year, having raised over \$6.9 million since 2001. This exemplifies PA's unwavering commitment to nurture a compassionate and inclusive society with the community.

3 To kickstart this year's PA Cares @ President's Challenge 2024 campaign, PA will be organising an inclusive walk on 8 September 2024, bringing together a diverse tapestry of participants - from generous donors and dedicated grassroots volunteers to various beneficiaries. More than just a walk,

this event is designed to be vibrant celebration of unity, for meaningful interactions and deeper understanding among community members.

4 Following the launch, PA will mobilise communities across the country in support of charitable causes through the power of walking and running. This campaign, which will run till 30 November 2024, will feature a series of brisk walking and community running events. Participants can enhance their experience by downloading a dedicated app that will track and record their steps, making it easy to contribute to the cause. For every kilometre participants walk or run, \$1 will be donated to support local charities, amplifying the impact of every step taken. This campaign not only promotes health and community spirit but also directly supports 65 benefitting organisations under the President's Challenge 2024 umbrella. By turning everyday activities into opportunities for giving, PA aims to create a ripple effect of compassion across Singapore, demonstrating how each small individual actions can collectively make a significant impact on those in need.

5 At the PA Cares @ President's Challenge 2024 kickoff event, President Tharman Shanmugaratnam, accompanied by Ms Jane Ittogi, will interact with the representatives of President's Challenge beneficiaries such as Tasek Academy and Social Services Limited and The Singapore Association for the Deaf. President Tharman will kick off the football match featuring beneficiaries from Tasek Academy and Social Services. President Tharman will also try his hand at lawn bowls with members of Parabolws Singapore, showcasing the inclusive nature of sports. The event will culminate in a grand inclusive mass walk, with the President himself flagging off and joining over 1,000 participants and beneficiaries, symbolising unity and community spirit in action.

6 **Mr Jeffrey Lee, Chairman of the 24th Term PAYM Council**, said, "I am thrilled to be part of PA Cares @ President's Challenge 2024. This campaign is not just about fundraising – it is about the connections we are forging. By turning

our daily walks and runs into fundraising efforts, we are demonstrating that every step contributes to a more compassionate society. Over these three months, our campaign will engage with diverse groups, fostering understanding and breaking down barriers. It is inspiring to witness how our small actions can have such a significant impact, truly embodying the spirit of neighbours looking out for one another. This is more than just an event; it is a movement towards a stronger, more caring Singapore.”

7 Your journalist and photographer are cordially invited to attend the PA Cares @ President’s Challenge 2024 kickoff event on Sunday, 8 September 2024 at 4.00pm at People’s Association Headquarters, 9 King George’s Avenue, Singapore 208581. Please see Annex A for the programme. Please RSVP your attendance to the contact persons below by **Friday, 6 September 2024, 6.00pm.**

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About People’s Association

The [People’s Association](http://www.pa.gov.sg) (PA) is a statutory board established on 1 July 1960 to promote racial harmony and social cohesion, and to act as a bridge between the Government and the people. We offer a wide range of community [programmes](#) and volunteering opportunities for Singaporeans from all walks of life. Our network includes close to 2,000 [Grassroots Organisations](#) (GROs), over 100 Community Clubs, five Community Development Councils, National Community Leadership Institute and PAssion WaVe. More information at www.pa.gov.sg.

PA CARES @ PRESIDENT'S CHALLENGE 2024
SUNDAY, 8 SEPTEMBER 2024
PEOPLE'S ASSOCIATION HEADQUARTERS,
9 KING GEORGE'S AVENUE, SINGAPORE 208581

PROGRAMME

Time	Details
4.00pm	Arrival of Media
4.30pm	<p>Arrival of Guest-of-Honour President Tharman Shanmugaratnam, accompanied by Ms Jane Ittogi</p> <p>Interaction with beneficiaries and participants at PA Lawn Area</p> <p>[Photo opportunity for media]</p>
4.45pm	<p>President's Challenge Cheque Presentation to President Tharman</p> <p>[Photo opportunity for media]</p>
4.50pm	<p>Commencement of Mass Walk for a cause</p> <p>President Tharman will be invited to flag off the Mass Walk for a cause</p> <p>President Tharman to join in the mass walking alongside with beneficiaries and participants</p> <p>President Tharman will be invited to kick off the 9-a-side football match played by the beneficiaries and PAssion Community Football (PACF) participants</p> <p>[Photo opportunity for media]</p>
5.05pm	<p>Interaction with beneficiaries at Atrium and Auditorium</p> <p>[Photo opportunity for media]</p>
5.30pm	President Tharman and Ms Ittogi take their leave

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FACTSHEET ON PA CARES @ PRESIDENT'S CHALLENGE 2024

ABOUT	DETAILS
President's Challenge	<p>Started in 2000, President's Challenge is a national movement led by the President to rally Singaporeans to build a caring and cohesive society by raising funds as well as looking at how to better support our disadvantaged through volunteering and inclusive employment.</p> <p>100% of the donations raised goes to benefitting organisations supported by President's Challenge.</p>
People's Association Youth Movement (PAYM) and Youth Networks (YN)	<p>The PAYM was set up in 1971 as a core youth movement in Singapore to engage youth in meaningful pursuits and support the Government in nation building.</p> <p>Through our strategy of 'Youth for Youth, Youth for Community', PAYM provides diverse and holistic activities for our youths to develop into responsible and active citizens.</p> <p>Involving 95 Youth Networks, PAYM's various programs and activities create a common space for youth to bond and contribute to their local communities regardless of race, religion and educational backgrounds. Over at PAYM, we proactively create opportunities for our youth to unleash their potentials and fulfil their aspirations.</p>

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HUMAN INTEREST STORIES

S/No.	Story
1	<p>Name of Grassroots Organisation: Taman Jurong Youth Network</p> <p>Name of Benefitting Organisation: Tasek Academy and Social Services Limited</p> <p><u>A Game-Changing Partnership to Score Big for the Community</u></p> <p>In the heart of Taman Jurong, a collaboration between youth volunteers and social services is transforming lives, one game at a time. The Taman Jurong Youth Network (YN) and Tasek Academy and Social Services Limited have been working hand in hand, but their latest initiative, 'Project Game On!', is taking their partnership to new heights.</p> <p>Many children benefitted from 'Project Game On!', a community programme that brings together children from diverse backgrounds to enjoy sports, fulfil their passion and develop their potential and build friendships. Launched in April 2023, 'Project Game On!' is a series of sports sessions in the community co-organised by Taman Jurong YN and River Valley High School, working in close collaboration with Tasek Academy and Social Services and Fei Yue Family Service Centre.</p> <p>"We have always believed in the power of sports to unite communities. Seeing children and families come back regularly for our sports sessions to have fun together and deepen their friendships is truly very rewarding and meaningful to us," says Mr Teh Chee Yang, Vice-Chairman from Taman Jurong YN.</p> <p><u>Serving Up Success: The Power of Community Collaboration</u></p> <p>The partnership between Taman Jurong YN and Tasek Academy extends far beyond the playing field. For years, they have been joining forces to uplift children from Taman Jurong through various initiatives. From STEM workshops that spark curiosity in young minds to annual</p>

S/No.	Story
	<p>book recycling projects that ensure every child has access to learning materials, their collaboration has become a cornerstone of community support in Taman Jurong.</p> <p><u>The Winning Formula: Innovation, Collaboration, and Community Spirit</u></p> <p>As Taman Jurong YN and Tasek Academy continue to innovate and collaborate, they are not just changing games – they are changing lives, enabling individuals to fulfil their passion and develop their potential, and collectively lifting society, proving that when community partners come together, everyone wins and the entire community rises.</p> <p>Sibling and Tasek beneficiaries Afiq Hariz Marican Bin Mohd Hussain, and Ariq Haider Marican Bin Mohd Hussain said, “We have learned so much about football from our caring coaches during the weekly Tasek Sailors programme and competitions. It is exciting to see how much better we are getting at the sport we love. Tasek and Taman Jurong YN have also introduced us to other fun activities like pickleball, tennis, nature walks, and floorball. The volunteers from Taman Jurong Youth Network were really encouraging when they taught us floorball.</p> <p>These experiences have helped us grow in many ways. We are more confident now. We have also made lots of new friends, and how to work well in a team. We are given us chances to try new things and discover what we are good at. We are grateful for all the opportunities to learn and improve!”</p>
2	<p>Name of Grassroots Organisation: Hillview Youth Network</p> <p>Name of Benefitting Organisation: The Singapore Association for the Deaf</p> <p><u>Breaking Barriers for Change</u></p> <p>In the vibrant community of Bukit Gombak, a group of young volunteers from Hillview Youth Network (YN) embarked on a journey to bridge the communication gap with the hearing-impaired community to create a more inclusive society.</p>

S/No.	Story
	<p data-bbox="336 237 930 275"><u>Learning the Language of Inclusion</u></p> <p data-bbox="336 315 1426 470">In May 2023, Hillview YN collaborated with The Singapore Association for the Deaf (SADeaf) on a sign language workshop in preparation for their Amazing Race engagement with the beneficiaries at River Wonders.</p> <p data-bbox="336 515 1374 669">The sign language workshop was a revelation for many volunteers. They diligently learned the basics, preparing themselves for meaningful interactions with SADeaf beneficiaries during Amazing Race at River Wonders.</p> <p data-bbox="336 714 1406 987">Ms Chloe Yeong, a Deaf beneficiary, shared “Through SADeaf, I have accessed community events, job opportunities, and educational programmes. This support has opened doors not just for me, but for many in the Deaf community. We have gained confidence and found new ways to participate in society. The inclusive walk is particularly exciting as it demonstrates Singapore's commitment to caring for all, regardless of our abilities.”</p> <p data-bbox="336 1032 970 1070"><u>An Amazing Race Towards Inclusivity</u></p> <p data-bbox="336 1115 1426 1305">When the day of the Amazing Race arrived, River Wonders became a playground of inclusivity. Volunteers and SADeaf beneficiaries teamed up, navigating the attractions using their newly acquired sign language skills. The air was filled with silent laughter and animated gestures as barriers crumbled and connections formed.</p> <p data-bbox="336 1350 1406 1585">Chairman, Hillview YN, Mr Douglas Yap said, "Seeing our youth volunteers communicate with the beneficiaries in basic sign language was truly heartwarming. The collaboration with SADeaf opened our eyes to a world of silent communication and the challenges faced by the hearing-impaired community. I'm glad that we are taking a significant step towards a more inclusive society for the deaf."</p> <p data-bbox="336 1630 738 1668"><u>Small Signs, Big Impact</u></p> <p data-bbox="336 1713 1406 1904">This inspiring collaboration demonstrates how small steps can lead to significant change. By learning to communicate in sign language, the youths from Hillview YN have not only expanded their own horizons but have also paved the way for a more inclusive and understanding community.</p>

S/No.	Story
3	<p data-bbox="336 237 1350 277">Name of Grassroots Organisation: Tiong Bahru Youth Network</p> <p data-bbox="336 315 1318 394">Name of Benefitting Organisation: Young Women's Christian Association of Singapore</p> <p data-bbox="336 434 1166 474"><u>A Tapestry of Hope & Weaving Community Bonds</u></p> <p data-bbox="336 515 1369 712">An inspiring collaboration between the Tiong Bahru Youth Network (YN) and the Young Women's Christian Association of Singapore (YWCA) is creating ripples of positive change. Since 2022, this partnership has been addressing food security and empowering marginalised women through innovative programmes.</p> <p data-bbox="336 752 740 792"><u>Fresh Food, Fresh Hope</u></p> <p data-bbox="336 833 1406 1030">Every month, the bustling streets of Tiong Bahru come alive as Tiong Bahru YN volunteers, armed with bags of fresh produce from YWCA, make their way to rental flats. This initiative, which replaced earlier canned food distributions, has had a profound impact on the community's health and well-being.</p> <p data-bbox="336 1070 1410 1348">Chairman, Tiong Bahru YN, Mr Yip Wei Jian said, "The switch to fresh produce has been a game-changer, we are not just providing food, but now offering healthier options and regular companionship to our beneficiaries. For the youth volunteers, this monthly outreach has been eye-opening. It had given youth a firsthand look at the living conditions in rental units and changed perspectives and deepened their commitment to community service."</p> <p data-bbox="336 1388 847 1429"><u>Weaving Skills, Weaving Lives</u></p> <p data-bbox="336 1469 1422 1706">The collaboration takes on a creative twist with parent-child weaving workshops on a quarterly basis. These sessions, led by women from marginalised backgrounds trained through YWCA's empowerment programme, serve a dual purpose: they provide a fun, bonding activity for families and create income opportunities to support beneficiary mothers.</p> <p data-bbox="336 1747 624 1787"><u>A Lasting Impact</u></p> <p data-bbox="336 1827 1362 2024">The partnership between Tiong Bahru YN and YWCA stands as a testament to the power of community collaboration. It's a story of young volunteers gaining invaluable life experiences, marginalised women finding new avenues for empowerment, and a community growing stronger through mutual support and understanding.</p>

S/No.	Story
	<p>Beneficiary Ms Nurul Assyakirin Binte Zainal Abidin shared, “As a mother juggling multiple responsibilities, I felt overwhelmed and directionless. The YWCA Empowering Mums Programme, supported by PA Cares @ President's Challenge 2024, was a lifeline. It provided me with employment skills, a supportive community, and a platform for self-discovery. Through this programme, I not only found my passion for empowering women but also gained the confidence to pursue it. The support for initiatives like this enables women like me to unlock our potential and help others do the same, creating a ripple effect of empowerment in our community.”</p> <p><u>Looking Ahead</u></p> <p>The Tiong Bahru YN plans to focus on social mobility, expanding their reach beyond and envisioning more inclusive events such as outings and activities that bring seniors from all walks of life together.</p>